TSS Tests Hard Goods in an L.I. Martin's

NEW YORK—Times Square Stores is adding hard lines muscle to its recently acquired Martin's apparel store in the Smithhaven Mall on suburban Long Island.

The move marks an experiment in full-line merchandising for the fashion apparel specialty chain, and the entry of Brooklyn-based Times Square Stores into the mall, which is anchored by Sears, Macy's and A&S.

A 3,600-sq.-ft. housewares section and a smaller consumer electronics/major appliance section has been opened on the main floor of the store.

The upper floor has been closed off and TSS is due to put in its other owned departments: toys, sporting goods, automotive accessories and hardware.

None of its leased sections, which include domestics, records, health and beauty aids, stationery and cameras, are being included at the present time.

TSS has added its name to the logo on the front of the store and is playing up the new departments on window signs.

TSS acquired the Martin's chain earlier this year as its entry into fashion apparel merchandising. It has started to feed this merchandising

(Continued on page 49)

This 3,000-sq.-ft. housewares/home decor department at TSS/Martin's at the Smithhaven Mall, Lake Grove, N.Y., opens off the main mall entranceway. (DSN photo)

Alexander's Slates Two N.Y.C. Stores; Eyes Fortunoff to Co-Anchor N.J. Site

NEW YORK—Alexander's is negotiating to open new stores in Manhattan and Queens by next fall. It also expects its Paramus, N.J., store site to become a shopping center by that time, with Fortunoff as the other major retailer.

The expansion is expected to boost Alexander's sales without increasing advertising costs and help even out its up-and-down flow of profits.

The discounter at presstime reported that in the fiscal year ended July 28, profits dropped 1.5% to $4,136,000 from $4,197,000 while sales for the same 15-unit base went up 5% to $454,055,000 from $452,618,000.

The drop in earnings reflected a $47,000 loss generated in its fourth quarter compared with a $740,000 profit in the same period last year. Sales for the quarter dropped 2.7% to $96,659,000 from $99,382,000.

Alexander's figures don't include results from the Margo's La Mode specialty store chain acquired on July 26.

(An executive asserted that Margo's operations are being kept separate from Alexander's and there aren't any plans to do cross-buying or merchandising.)

"We're not going to do anything that injures Margo's status as a fashion apparel chain," he said. "Margo's was acquired because specialty apparel is a growing field and we saw an opportunity to enter that area with Margo's."

Alexander's fourth-quarter sales decline and loss were at-

(Continued on page 50)

Passage Doubtful, Interest Remains In Retail Antitrust, Polygraph Bills

WASHINGTON—A bill that could extend antitrust suits to mass merchants, and another that would restrict the use of polygraphs appear unlikely to pass this Congress—but the issues may be alive next year.

The Illinois Brick antitrust legislation (S. 300), which would repeal a 1977 Supreme Court decision that allows antitrust suits only from direct claimants and excludes indirect purchasers, did not have the necessary votes for passage at *DSN* presstime.

This bill, "which would allow any customer who feels she had been mistreated by a store, to sue for antitrust violations," in the words of S. E. Nichols president Manfred Brecker, was lobbied against heavily by mass merchants and by industry associations.

Other legislation, proposed to restrict use of polygraphs (S. 854 in the Senate and H. R. 3255 in the House of Representatives), was considered a dead issue earlier in the year but recent developments indicate a growing interest.

First, the House Judiciary Subcommittee on Civil and Constitutional Rights is drawing up its own polygraph bill, which will reportedly be even broader than current proposals.

In a second development, the House Education and Labor Committee's Subcommittee on Labor-Management Relations recently held hearings on workers' rights, including the use of polygraph, privacy issues and

(Continued on page 49)

In Our Next Issue . . .

PLANE FACTS. Hardware buying patterns for the next few months will be the subject of a DSN market outlook, as buyers try to nail down some of the major trends in the field—in our next issue.

OF CONSUMING INTEREST. DSN will give special coverage to consumables. See if your customers are gobbling up consumables such as carbonated and noncarbonated beverages, snack items and paper goods. DSN reports on industry trends—in our next issue.

APAA SHOW. See how much mileage will be added to next year's product mix as DSN's auto staff reports from the exhibit on buyer reaction and new developments at the annual auto show in Chicago—in our next issue.

HOUSEWARES MOVE. DSN's Product Movement Audit will highlight the top items through actual distributor figures—in our next issue.

In This Issue...

FULL SPEED AHEAD. For the APAA show, DSN's special section examines what was significant in automotive this year and finds what concerns buyers preparing for 1980. Changing market forces are putting more pressure then ever on buyers, and DSN's comprehensive coverage focuses on those issues. (Pp. 13-32)

BIG PUSH. Catalog showrooms last year ran far ahead of 1977 in advertising linage. In 1978, 51% of all catalog showroom advertising was done in the final quarter, a much greater concentration of effort than is done by discounters. (P. 8)

BREAKTHROUGHS. Many of the top performers in the current housewares PMA are new products. A total of 18 new items were among the nonelectric leaders during the Aug. 1 to Sept. 28 period covered. Match your performance with these comprehensive industry figures. (P. 38)

WARM-UP. Energy conservation has hit the domestics category as discount chains report that consumers are buying thicker and insulated drapes as well as reviving interest in blankets and comforters. One very popular new novelty is the snug sack; one chain sold 6,000 units in a single month. (P. 40)

SEE THE SITES. The Discounter Management Development Series puts the spotlight in this issue on site selection, the foundation upon which future success or failure often rests. Many factors should be considered before building a new store or agreeing to lease a building. How to approach this important area and what elements should be part of the decision-making process are fully explained by Touche Ross' Leslie Chick. (P. 46)

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Spotlight on: Segmenting Departments

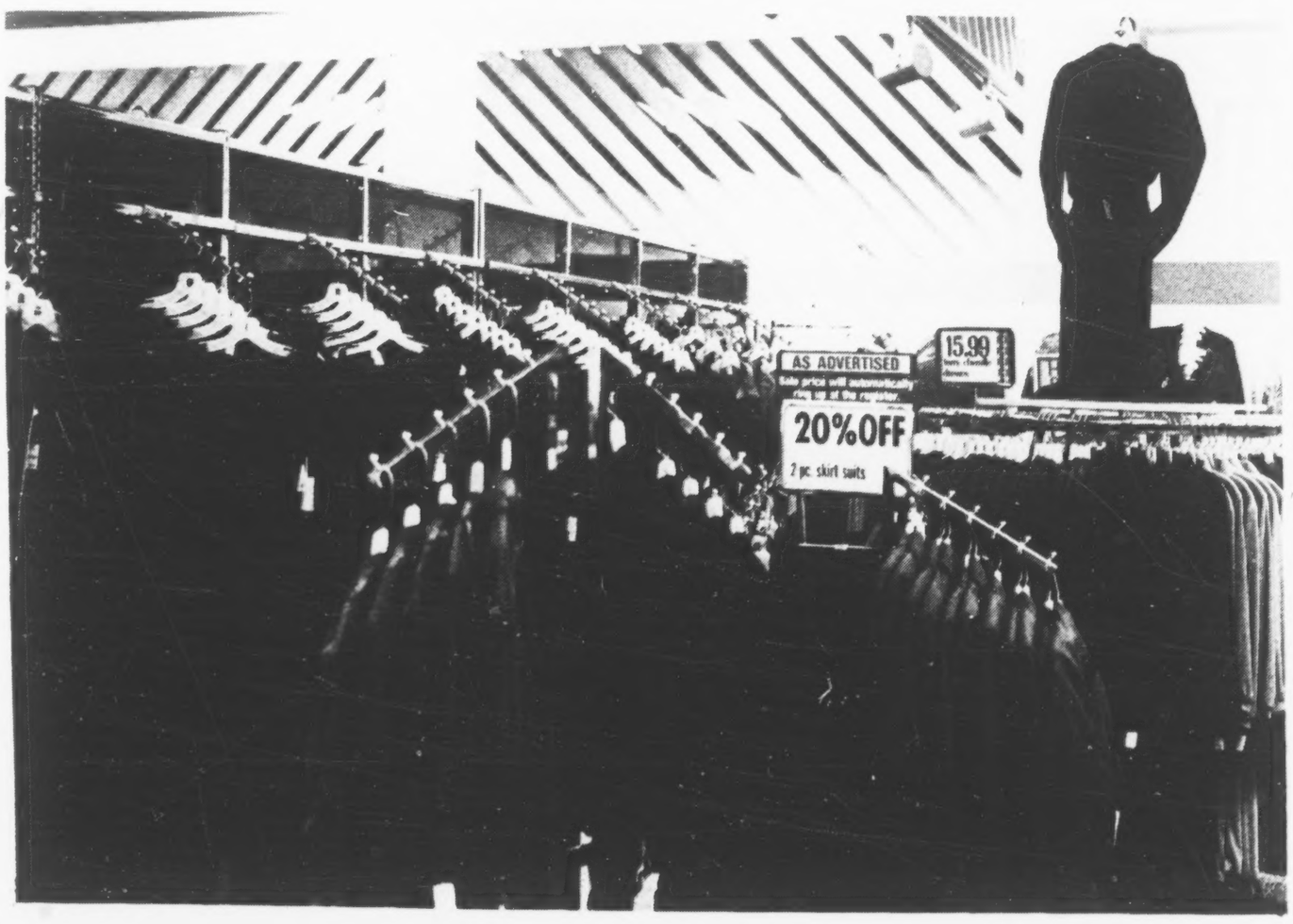
Dividers Create Apparel Drama

KINGSTON, Mass.—Plexiglas and chrome dividers, used extensively here and at Bradlees' other new prototype stores, segment apparel departments and create drama.

The partitions section off juniors, ready-to-wear, coats and plus sizes.

The segmentation is a key element in Bradlees' attempt to capture a loyal apparel customer.

"The plus size customer, for example, shops us frequently," explained soft lines general merchandise manager Harry Kohn. "We've created a separate home for her—she doesn't wade through sizes she knows she can't wear."



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Vol. 18, No. 22 Nov. 5, 1979

Small-Chain Sales Slice Dips in Cost Crunch

(Continued from page 1)

ing, those with sales under $200 million reported increased total expenses, and declines in both net operating profit and net earnings. Chains with sales higher than $200 million had a slight decline in total expenses, and gains in both net operating profit and net earnings.

As competition for the steadily declining pool of disposable consumer dollars heats up, the need to lower the relatively high gross margins maintained by smaller chains will further erode earnings and profits, unless stringent cost-cutting reverses the acceleration of total expenses.

The number of transactions by the biggest chains, with sales of more than $260 million, rose 9.3% on the average, from 43,447,067 to 47,947,721. The number of transactions for middle-size chains, with sales of more than $100 million but less than $260 million, rose 10.2%, from 17,768,263 to 19,788,501.

The complete NMRI/Cornell study is available from the National Mass Retailing Institute, 570 Seventh Avenue, New York, N.Y. 10018. The cost is $30 to NMRI members, $40 for nonmembers, and $23 for educational institutions.

Gross-Margin Rise Biggest at Under-$100M Chains

	Identical Firms Sales		All Respondents Sales		
	Under $200M 1978-79	Over $200M 1978-79	Under $100M 1978-79	$100-$260M 1978-79	Over $260M 1978-79
Gross Margin (As % of Sales)	27.77-28.08	27.52-27.95	27.26-29.60	25.80-27.22	27.70-27.98
Percentage Point Rise	0.31	+0.43	+2.34	+1.42	+0.28
% Change	+1.1	+1.5	+7.9	+5.2	+1.0
Total Expenses (As % of Sales)	23.76-24.57	24.86-24.84	24.20-26.68	23.86-24.19	24.41-25.01
Percentage Point Rise	+0.81	−0.02	+2.48	−0.33	+0.60
% Change	+3.3	−0.08	+9.3	−1.4	+2.4
Average Transaction	N/A	N/A	9.46-11.00	9.57-10.29	9.75-10.46
$ Increase	—	—	1.54	0.72	0.71
% Change	—	—	+14.0	+7.0	+6.8
Average No. '79 Transactions	—	—	2,820,172	19,788,501	47,947,721
% Change From '78	—	—	+7.3	+10.2	+9.3

Source: NMRI/Cornell Study

Execs Skeptical of Figures Reported For Small Chains

Chain executives contacted by *DSN* questioned the figures released in the NMRI/Cornell study, skeptical of such reported substantial gains in both the number and dollar amount of average transactions for small chains.

"A gain of 14% in the size of the average transaction, coupled with a 7% gain in the number of transactions (as reported in the study for chains with sales under $100 million) is a total compound gain of 22%," pointed out Tom Banks, vice president of Roses. "I don't know of many small chains growing that rapidly."

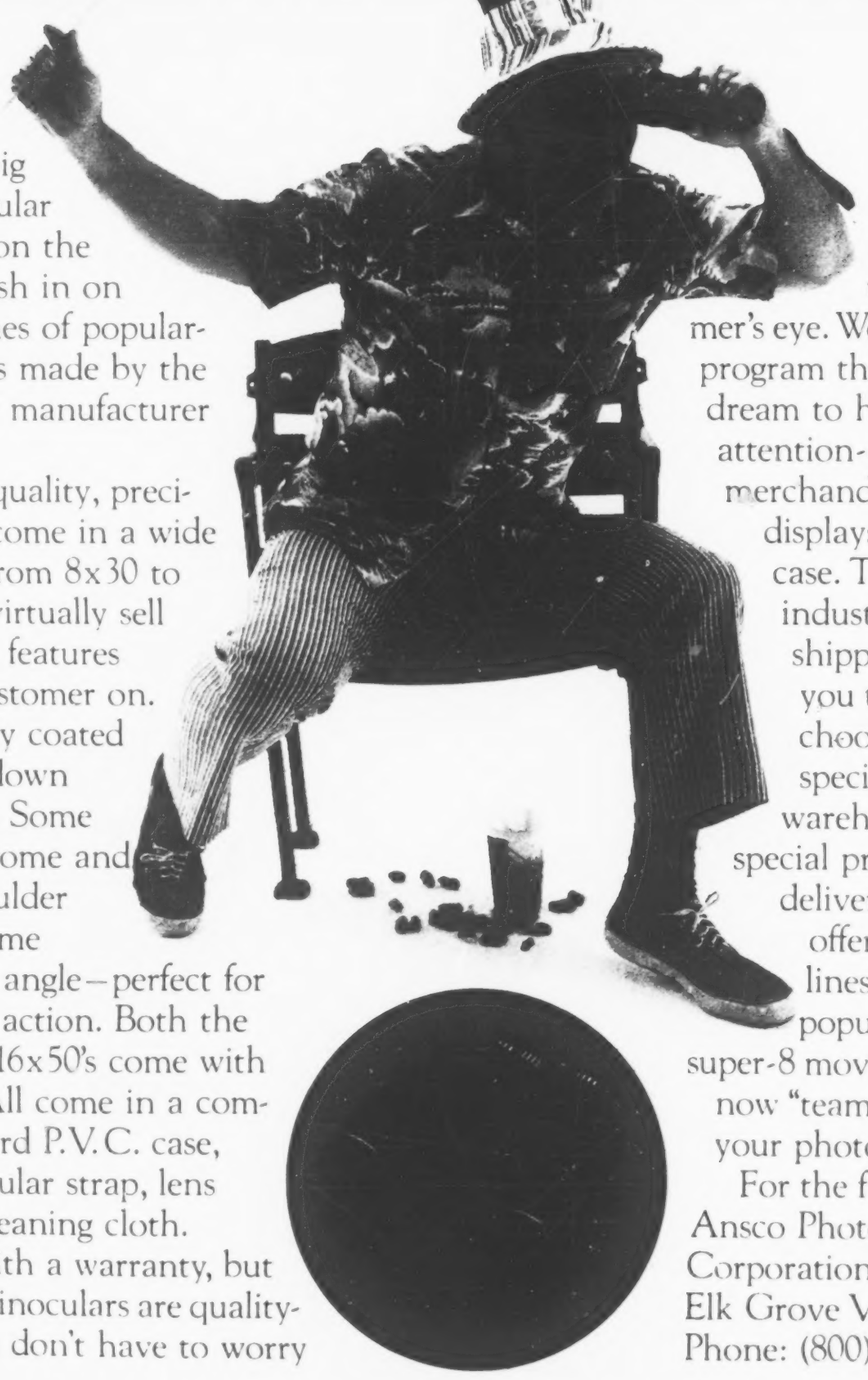
In Doubt

Some retailers feel that the combined effect of new stores, inflation and plus business could result in a 22% growth rate, and point to the less dramatic rate among larger chains—about 18% in medium-sized companies and 16% in the largest chains reporting. But the 14% reported gain in transaction value and 7% gain in the number of transactions got little credence from retail executives.

"I don't believe it," was Dave Grundfest's reaction. The president of Magic Mart—which does just over $100 million in annual sales volume—added that the reported gain in the number of transactions was particularly suspect, since that class of discount chains had also reported a substantial increase in gross margin as a percentage of sales.

"It may have been true during the last part of 1978 and the first quarter this year," said S. E. Nichols president Manfred Brecker, "but it certainly isn't true now." Brecker also added that the apparent loss of market share by smaller chains was not surprising, given the greater resources of the bigger-volume chains.

Score with Ansco binoculars



Looking for a way to score big with your binocular customers? Get on the Ansco team. Cash in on two complete lines of popular-priced binoculars made by the largest binocular manufacturer in the world.

These high-quality, precision binoculars come in a wide range of optics from 8x30 to to 16x50. They virtually sell themselves, with features that turn the customer on. Features like fully coated optics and fold-down rubber eye cups. Some models have chrome and special drop-shoulder construction. Some models are wide angle—perfect for taking in all the action. Both the 12x50's and the 16x50's come with tripod sockets. All come in a complete kit with hard P.V.C. case, case strap, binocular strap, lens caps, and lens cleaning cloth.

All come with a warranty, but because Ansco binoculars are quality-built to last, you don't have to worry about those troublesome returns anymore.

And there's more to Ansco binoculars than meets the customer's eye. We've put together a dealer program that makes these glasses a dream to handle. It starts with an attention-demanding, self-merchandising package that displays both binocular and case. The program includes an industry-unique ordering and shipping policy that allows you to "mix and match" as you choose. There are even special discounts for central warehouse delivery, and special programs for store-door delivery. Since we also offer you our fast-selling lines of 35mm and 110 popular still cameras—and super-8 movie equipment—you can now "team-up" with Ansco for all your photo-optical needs.

For the full story, contact Ansco Photo-Optical Products Corporation, 1555 Louis Ave., Elk Grove Village, ILL 60007, Phone: (800) 323-6697.

Ansco cameras & binoculars

A Haking International Company

Infants' Dept.

(Continued from page 3)

spokesman said, "and novelty items of any type seem to be the growth areas."

Lap shirts in general were touted as strong items by buyers, and terrycloth was named as this year's fabric in infants' wear.

Advertising in both soft and hard goods in infants' has been on the upswing. (Towels, crib sheets, anklets and polo shirts have been promoted recently at Magic Mart and Woolco. Woolco also ran a bassinette and hamper (at $19 and $8 respectively, in a color circular).

More Promotion

Some chains are devoting up to 6% of their advertising to the department, and tied in with this are two strengths of the infants' department:

First, it's not a category with marked seasonality, and ads are spread throughout the year evenly although some space may be lost in August due to back-to-school promotions and there may also be some bunching for fourth-quarter purchases.

Second, the department is not one where drastic markdowns must be taken, due to the nature of the merchandise, which aids profits in the department tremendously.

Buyers look for a continuation of recent growth in the department next year.

Murphy Wins Award For Annual Report

McKEESPORT, Pa.—G. C. Murphy has received a national award for the clarity and candor of its annual report to stockholders.

The National Association of Investment Clubs sponsored the Nicholson Award for the best annual report for individual investors by a retail firm.

A panel of financial experts gave G. C. Murphy high marks for the report's readability, financial data and analysis of business. The report featured an assessment of the company's 1978 performance in an interview with S. Warne Robinson, chairman and ceo.

Advertising News

Catalog Showrooms Up Ads 47%; Pack 51% into 4th Quarter

What's happening on the discount advertising scene? The catalog showroom fourth-quarter push in advertising is due again; retail ads in newspapers are lagging behind total advertising gains for the year to date; a new licensing program ties together vendors, stores and newspapers in a coupon game.

CATALOG AD ASSAULT. As discounters are beginning to realize, catalog showrooms are increasing advertising tremendously—47% on average last year over 1977—but of particular interest now is their focus on the fourth quarter.

Catalogers averaged almost 51% of their newspaper advertising in the fourth quarter last year. Discounters commonly run 30% to 40% of their ads in the last quarter.

What this means is more fourth-quarter leverage from a smaller total advertising base for the catalogers. The largest newspaper advertiser among catalogers last year was Service Merchandise, which bunched almost 75% of its ads in the fourth quarter.

Service, which is almost comparable with Bradlees in volume, ran 1.8 million lines of advertising in the fourth quarter last year compared to Bradlees' 2.7 million lines.

Bradlees thus ran 50% more advertising than Service in the fourth quarter, but over the entire year ran three times as much advertising as the cataloger (7.1 million lines compared to 2.4 million), according to Media Records figures.

Value House showrooms, now owned by Service, shared the extreme fourth-quarter adbunching philosophy, with almost 60% of their advertising run then. Best, Century House and Basco also illustrate pronounced emphasis on advertising for Christmas.

A few catalogers, including Naum's and McDonalds, spread their advertising more evenly through the year and budget percentages comparable to discounters in the last quarter.

Catalogers are still minor advertisers compared to discounters, of course, but the rate of advertising growth is impressive. Service increased advertising almost 87% last year from 1977, while Best and O. G. Wilson more than doubled theirs.

Top advertising spot for this year may continue to be tightly contested among catalogers; members of the Modern Merchandising group also increased linage last year, and taken as a total represented 2.36 million lines in 1978, only slightly behind Service at 2.37 million, according to Media Records figures.

* * *

RETAIL ADS LAG. Retail advertising in daily newspapers is growing at a slower rate than total newspaper advertising, according to estimates made by the Newspaper Advertising Bureau.

Retail ads in newspapers were up 12.6% in August, compared to total advertising linage gains of 14.3% for the month in newspapers nationwide.

In the first eight months of 1979, newspaper advertising was up 12.8% while retail ads increased 9.6% over the first eight months of 1978.

Comparisons with last year do not include New York City, where a strike closed major newspapers for most of August 1978.

Largest spenders for newspaper advertising are still retailers, however. The NAB estimates that $4.7 billion of the $9 billion spent on newspaper ads for the first eight months of the year was from retailers.

* * *

TRAFFIC WITHOUT COST is how Kansas City promoter Maynard Small bills his "Coupon Bingo" promotion program, which has been running in the *Kansas City Star, Philadelphia Bulletin* and *Buffalo Evening News* recently.

Small's firm, Creative Marketing Associates, licenses the papers to run a special bingo card with several squares having a manufacturer's name on them. Readers must find cents-off coupons featuring the manufacturer's product elsewhere in the newspaper, and match them up with the squares on the bingo card to complete the card.

The bingo card is then mailed back to the newspaper, which draws from the correctly com-

(Continued on page 9)

Service Tops Catalogers in Newspaper Linage

CATALOG SHOWROOM	1978 Newspaper Ad Linage	% Increase From 1977	4th Quarter Ad Linage	% of Ads in 4th Quarter
Service Merchandise*	2,372,818	86.7	1,768,078	74.5
La Belles**	1,072,739	42.8	465,942	43.4
Naum's	996,560	31.2	332,344	33.3
Consumers Distributing	944,782	2.1	444,424	47.0
Best	935,903	157.0	540,098	57.7
Standard Sales**	858,539	36.5	383,300	44.6
McDonalds	740,186	(6.4)	219,876	37.0
Value House*	551,854	41.5	330,641	59.9
O. G. Wilson	473,729	111.0	252,928	53.4
Leeds**	427,235	(20.1)	219,876	51.5
Kessler	390,018	NA	185,235	47.5
Century House	262,909	96.0	186,882	71.1
Dahnken	201,639	27.2	105,249	52.2
Grand Distributors	148,371	67.2	59,213	39.9
Basco	69,377	39.0	44,214	63.7

(Based on 1978 figures from 234 daily and Sunday newspapers in 83 cities)
(Source: Media Records Inc.)
NA: not available ( ) denotes decrease
** Value House is now part of Service Merchandise*
*** La Belles, Standard Sales and Leeds are all owned by Modern Merchandising*

4 of 5 Discounters Register Strong Sales Gains

5-Wk. Sales Rise 22% at Caldor

NORWALK, Conn.—The opening of two stores and a strong back-to-school season enabled Caldor to record a 22% jump in sales in the five weeks ended Sept. 29. Volume was $51,604,000 compared with $42,312,000 for the same period last year.

The eight-month period's sales of $323,414,000 were up 16% from $278,744,000.

The two new stores give the northeast regional chain 52 units with four more due to be opened.

K mart's Volume Up 14% in Sept.

TROY, Mich.—K mart checked out $1,186,840,000 in sales in the five weeks ended Sept. 26, a 13.6% jump over the same period last year when volume amounted to $1,044,430,000.

The month's sales helped boost the 35-week period volume to $7,686,799,000, up 14.2% from $6,730,955,000 for the same period last year.

K mart's store count for the period was 1,988, up 9.4% from 1,817.

Two Guys' Sales Continue Flat

GARFIELD, N.J.—Two Guys' sales continued flat for both the four weeks and eight months ended Sept. 29.

In the September period, company-owned volume was $49,213,000, up 1.1% from $48,657,000. Leased department sales of $2,337,000 in the month this year were up 5.7% from $2,207,000 and helped raise total chain volume to $51,550,000, a 1.3% increase from $50,864,000.

The 35-week volume was $416,593,000, a 3% increase from $404,365,000. Adding leased department sales of $17,729,000 which were up 3% from $17,186,000, boosted total volume to $434,322,000, a 3% increase from $421,551,000.

35-Wk. Biz Up 11% For Zayre

FRAMINGHAM, Mass.—Zayre registered a 7.5% sales gain in company-owned volume for the five weeks ended Sept. 29 and a 10.8% jump for the 35-week period.

In the five-week period, volume hit $141,666,000 compared with $131,725,000 last year. The eight-month results showed sales of $913,137,000 as against last year's $823,849,000.

Gemco/Memco: Big Pretax Net

DUBLIN, Calif.—Gemco/Memco piled up pretax percentage earning gains that outpaced sales increases for the quarter- and half-year periods ended July 30.

The discounter's parent Lucky Stores doesn't report net income figures for its various retail divisions.

Gemco/Memco's sales in the quarter went up 19.4% to $351,000,000 from $294,000,000 while pretax income of $14,876,000 was 26.5% ahead of the $11,761,000 for the period last year.

In the half-year, the discounter's sales of $666,000,000 marked a 19.1% increase from $559,000,000 but were outpaced by a 25% jump in pretax earnings to $22,560,000 from $18,042,000.

The 72 discount stores accounted for 25.1% of the parent's sales and 30.8% of the pretax income in the quarter and 24.8% of the volume and 25.9% of the pretax earnings in the half.

The parent company's sales in the quarter hit $1,398,700,000, up 21% from $1,555,700,000 while pretax earnings of $48,200,000 were a 20.5% increase from $40,000,000. Net income jumped 25% to $25,500,000 from $24,400,000.

The half-year results showed volume of $2,684,900,000, up 20% from $2,230,500,000, while pretax income was up 25.3% to $87,200,000 from $69,600,000. Net earnings jumped 31% to $46,200,000 from $35,200,000.

Nathanson Is Named Sattlers' Prez

BUFFALO, N.Y.—Gerald Nathanson, former president of J. M. Fields, has succeeded Ralph Wilcove as president of Sattlers, a five-store conventional department store chain here.

Two former Fields executives have joined Nathanson at Sattlers. They are Tom Seifert, named senior vice president and general merchandise manager, hard lines and budget shop, and Jim VanGundy, senior vice president, operations and corporate facilities.

Nathanson has bought an interest in Plapinger Associates which has purchased Sattlers. Plapinger had tried to buy Fields when its parent Food Fair decided to sell the then 79-store discounter as part of its Chapter XI reorganization.

Sattlers wouldn't be changed into a discount store operation, Nathanson asserted.

The chain has one store in downtown Buffalo, and units in four malls in the upstate New York market. Its major competitors include five other conventional department store chains, one of which, Hens & Kelly, is owned by discounter Twin Fair.

Paper Shortage

Severe shortages of the paper usually used by *Discount Store News* have forced us, like other major publications, to use lighter-weight, uncoated stock for some pages. As soon as our suppliers obtain the necessary stock, we will return to full use of the better-quality, coated paper you have come to associate with DSN.

Advertising News

(Continued from page 8)

pleted cards for weekly first prizes of $1,000, and runner-up prizes of free merchandise from participating retailers.

Retailers that participate in the program must feature at least one item in their ad that matches an item on the bingo card, as well as run a 4-column-in. inset in their ad with the Coupon Bingo logo and mention of the $1,000 first prize.

Thus far, manufacturers such as Procter & Gamble, Nestle and Coca-Cola have participated, and the retailers have been supermarkets. Small said the newspapers have concentrated upon supermarkets in selling the program, but mass merchandisers may be approached in the future. He anticipates vendor participation from H&BA and household consumables manufacturers, in merchandise categories applicable to mass merchants.

Newspapers sell the program to local retailers and vendors on the premise that since the coupon/ads are aids to the consumer in a chance to win $1,000 or free merchandise, they will have the highest awareness level.

The newspaper pays for the prizes but has an advertising package to sell; manufacturers hope to get better sell-through from increased coupon redemptions (Small estimates that only 5% of the 80 billion cents-off coupons run annually are redeemed); retailers—those who handle cents-off coupons, which discounters have traditionally shied away from handling—get an additional discount to offer the customer without paying for it themselves.

* * *

CORRECTION. A chart in the Oct. 22 DSN listed Korvettes in Atlanta as making the sixth largest TV ad expenditure in a local market by a discounter. This was caused by a Television Bureau of Advertising typographical error; the sixth largest expenditure was by Korvettes in Philadelphia.

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kit
CAR-PLATE
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to wax, easy to win with Kit.

AUTO SHOW SECTION

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Promos, Winter Items Rev Up Sept. Orders

By HERB RECHTER
President, Allied Accessories and Auto Parts Co.

While we experienced a softer than usual September—the period covered in this Product Movement Audit—October orders rebounded well and there is reason to be optimistic for the balance of the year.

September saw retailers fill the pipelines with cold weather seasonals and score with numerous promotions.

At the top of our audit were two sizes of Armor All protectant, mainly the result of extensive promotions by one of our major clients. Each store in its chain stocked all available sizes of Armor All, with a total inventory investment per store of $1,500.

In addition to moving the 8- and 16-oz. sizes to the top two positions, the promotion put the smaller 4-oz. size on our top 100 listing for the first time, making it No. 31. Armor All cleaner also benefited, moving from No. 97 in June to 47 in September.

In terms of units moved, gas line antifreeze was the undisputed leader, with more than 76,900 plastic bottles sent into the pipeline by retailers. Recent winters should prompt many drivers to make early purchases. Despite the 39¢ price—the lowest of any item in the top 100—the huge numbers of units propelled this product to fourth on the list.

Other seasonals on this September PMA included aerosol starting fluid, ranked No. 16, wiper blades, radiator chemicals, chains, booster cables, snowbrushes, a battery charger, de-icers and others.

The approaching winter also aided other products, such as the Spark King, a steady item which suddenly increased in

(Continued on page 27)

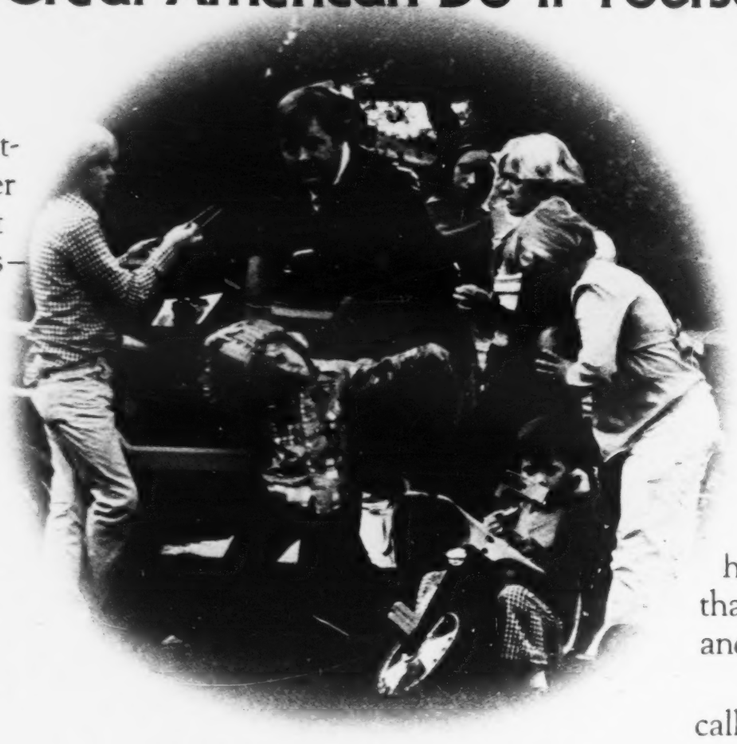
Figures for the Product Movement Audit tables were supplied by Allied Accessories and Auto Parts Co., Madison Heights, Mich., and cover 2,000 stores, including 1,700 discount stores, in 33 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

AUTOMOTIVE ACCESSORIES

$ Rank Curr. List	$ Rank Prev List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	9	Armor All, 8 oz	13,199	2.89	38,145.11
2	26	Armor All, 16 oz	6,660	5.69	37,895.40
3	14	HD sealed beams, 6014	10,799	2.99	32,289.01
4	—	Gas line antiffreeze	76,609	0.39	29,877.51
5	3	Motorcraft oil filter, FL-1A	8,821	3.29	29,021.09
6	50	1½-ton Hydraulic floor jack	408	69.99	28,555.92
7	11	AC oil filter, PF-25	5,685	3.49	19,840.65
8	41	HD sealed beams, 4000	7,006	2.69	18,846.14
9	15	STP oil treatment, 15 oz	13,968	1.29	18,018.72
10	44	WD-40 aerosol, 9 oz	9,990	1.79	17,882.10
11	21	Gumout Jet Spray, 13 oz	7,696	1.99	15,315.04
12	25	Valvoline, 10W-40	16,847	0.89	14,993.83
13	37	Snowhite Lite 'N' Easy, gallon	1,355	10.99	14,891.45
14	—	Spark King, SK-2	5,411	2.59	14,014.49
15	12	Quaker State Super Blend, 10W-30	16,271	0.83	13,504.93
16	—	Aerosol starting fluid	15,167	0.89	13,498.63
17	32	Warco DOT brake fluid, 12 oz	9,600	1.39	13,344.00
18	52	STP gas treatment, 12 oz	11,040	1.19	13,137.60
19	29	Warco DOT brake fluid, qt	3,396	3.79	12,870.84
20	56	Bars Leak, 15 oz	7,595	1.69	12,835.55
21	34	Delco 8-cylinder tune-up kit, 101-2	1,943	6.39	12,415.77
22	69	20-in wheel wrench	3,070	3.99	12,249.30
23	36	Roberk wiper blade refill, RR-16	5,165	2.29	11,827.85
24	58	AC spark plug, R45TS	11,008	1.07	11,778.56
25	20	Gumout carb cleaner, 16 oz	6,941	1.69	11,730.29
26	38	GM 8-cylinder uniset, 101-1	1,396	8.39	11,712.44
27	49	Bars Leak, 5½ oz	9,792	1.19	11,652.48
28	24	Quaker State Deluxe, 10W-40	13,031	0.89	11,597.59
29	1	5-gallon Gas can	1,641	6.89	11,306.49
30	27	Gunk aerosol	6,615	1.69	11,179.35
31	—	Armor All, 4 oz	6,096	1.69	10,302.24
32	87	3-ton Hydraulic jack	687	14.99	10,298.13
33	39	Pennzoil Deluxe, 10W-40	11,568	0.89	10,295.52
34	—	5-ton Hydraulic jack	570	17.99	10,254.30
35	92	Sq. sealed beams, low, 4652	2,174	4.69	10,196.06
36	—	Tam-66 undercoating	5,291	1.89	9,999.99
37	22	Pennzoil All-Purpose, 10W-30	11,952	0.83	9,920.16
38	—	Universal snow chains	1,254	7.83	9,894.06
39	63	Snowhite Lite 'N' Easy, qt kit	2,388	3.99	9,528.12
40	75	AC spark plug, R44T	8,800	1.07	9,416.00
41	4	DuPont Rain Dance, paste, 14 oz	2,088	4.49	9,375.12
42	65	Grey wheel primer	5,391	1.69	9,110.79
43	68	Rislone oil alloy, qt	5,295	1.69	8,948.55
44	—	Fram oil filter, PH-8A	2,448	3.59	8,788.32
45	33	AC oil filter, PF-30	2,498	3.49	8,704.06

(Continued on page 27)

The Great American Do-It-Yourselfer



The Great American Do-It-Yourselfer wants help wherever he can get it. When you give it to him, you'll reap the rewards—more sales, more profits.

We're flexible. We supply the experts, of course. But you tell us how you'd like to use them. For simple tune-ups or complete ignition overhaul. Conventional or electronic ignitions. Or a combination to fit your need.

We help you tell the town. Standardizd also gives you promotional aids that'll make your clinic as popular as it is profitable.

You get in-store banners and posters. A radio script. A 10-second TV script with slide. Newspaper ads. All on a special co-op plan.

Plus, give-aways and "buy today" discounts for customers who attend.

We make clinics pay. A clinic's not worth much if you don't have the parts to sell to customers who come.

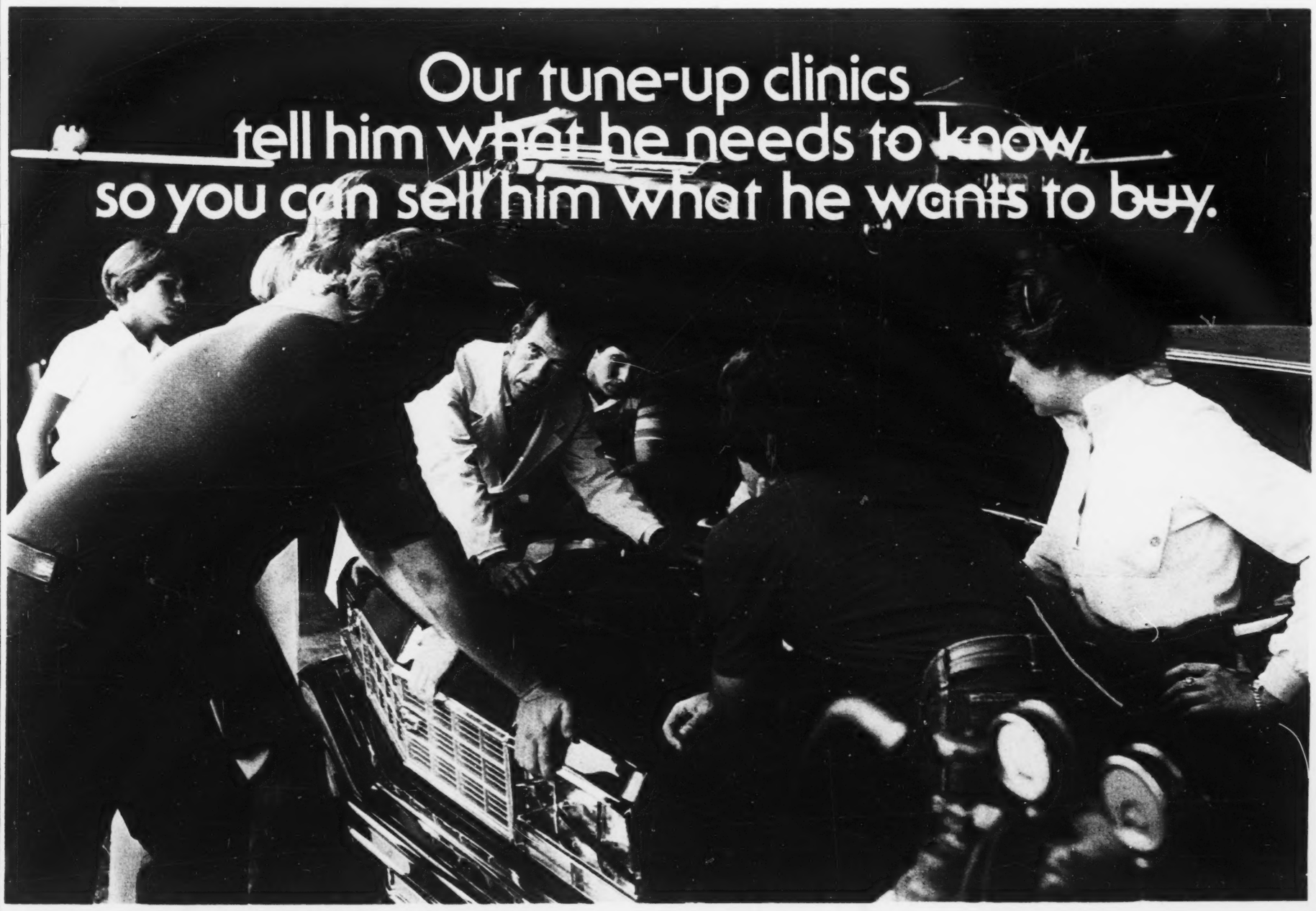
Standardizd has the ignition line to make a clinic pay off big. Tune-up kits, wire and cable, distributor caps, coils, voltage regulators, and more. Domestic and import.

We want your store to be *the place* where the Great American Do-It-Yourselfer goes for ignition parts. A clinic is a great way to get him there.

Once he tries Standardizd, he'll come back for more. And that will add up to more business and more profits for you.

How to get started. Just call *Andy Micklos*, National Sales Manager, for more details. Here's the number: (414) 922-5900. Or write Wells Mfg. Corp., Fond du Lac, WI 54935.

Standardizd™
Certified Performance
A product of the Wells Mfg. Corp. • Fond du Lac, WI 54935



AUTO SHOW SECTION

AUTOMOTIVE ACCESSORIES

(Continued from page 25)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
46	90	AC oil filter, PF-24	2,479	3.49	8,651.71
47	97	Armor All cleaner, 16 oz	4,331	1.99	8,618.69
48	—	AC oil filter, PF-40	2,607	3.29	8,577.03
49	54	Fix-A-Flat	6,542	1.29	8,439.18
50	40	Locking gas cap, 4610BL	1,374	5.99	8,230.26
51	84	Roberk wiper blade refill, RR-18	3,581	2.29	8,200.49
52	—	Thrush muffler, T-4163	628	12.99	8,157.72
53	—	Prestone Super Flush, PK-12	2,806	2.89	8,109.34
54	—	Rear window defroster	732	10.99	8,044.68
55	66	DL hand cleaner, 1 lb	8,087	0.99	8,006.13
56	—	Aerosol spray de-icer	8,856	0.89	7,881.84
57	61	Motorcraft 8-cyl tune-up kit, DKF-10	1,310	5.99	7,846.90
58	—	1½-ton Hydraulic jack	714	10.99	7,846.86
59	19	Westleys Bleach White, 20 oz	4,223	1.79	7,559.17
60	10	Coleman air compressor	189	39.89	7,539.21
61	—	12-ft Booster cables, sleeved	1,150	6.49	7,463.50
62	57	3-section Antenna w/booster	977	7.59	7,415.43
63	—	Motorcraft spark plug, ARF-52	6,920	1.07	7,404.40
64	43	DS-840 assortment	4	1,839.60	7,358.40
65	—	National All Purpose, 10W-30	12,287	0.59	7,249.33
66	—	Blower/defroster	554	12.99	7,196.46
67	17	Super Hard Shell, paste kit, 14 oz	2,760	2.59	7,148.40
68	45	Peak antifreeze, gallon	1,662	4.29	7,119.98
69	—	Quartz light kit, QR-210	183	38.88	7,115.04
70	—	Thrush muffler, T-3163	543	12.99	7,053.57
71	—	12-ft Booster cable, deluxe clamp	537	12.99	6,975.63
72	62	AC oil filter, PF-35	1,992	3.49	6,952.08
73	94	Red oxide wheel primer	4,047	1.69	6,839.43

(Continued on page 30)

Promos, Winter

Discount Store News

PMA® PRODUCT MOVEMENT AUDIT

(Continued from page 25)

volume. However, I believe that Spark King, which boosts the electrical charge to plugs, was helped most by potential benefits to engine performance and economy.

Bars Leak, another reliable performer which had placed near the middle of past PMAs, was aided by seasonal attention to cooling systems. The 15-oz. size which in June was No. 56 moved up to No. 20, and the 5½ size went from No. 49 to No. 27 in September.

The one cold weather seasonal which declined on this list was Peak antifreeze. However, this was due to preseason fears of possible shortages which led many retailers to place large early orders with other than their normal sources for antifreeze. Those fears have now subsided, leading chains to return mostly to their accustomed suppliers.

The fall car care season combined with economy concerns to help move up tune-up kits and related parts. Every spark plug and tune-up kit number advanced in September and a GM 8-cylinder distributor cap appeared for the first time, ranking No. 86 in dollar volume.

Filters and oils also did well for the fall DIY season with Shell's Fire and Ice appearing on its first PMA. While Quaker State remains the best day-in, day-out performer, with Pennzoil and Valvoline also very strong for us, Shell has become very aggressive and has taken a respectable share of the market.

(Continued on page 30)

AND NOW A WORD FROM OUR SPONSORS.

"Trop-Artic, please."

These are words heard thousands of times each day in stores just like yours. These are the words of our sponsors.

People who won't accept any other motor oil, but Trop-Artic. They trust Trop-Artic because it extends the life of their cars and gives them a proven performance year after year.

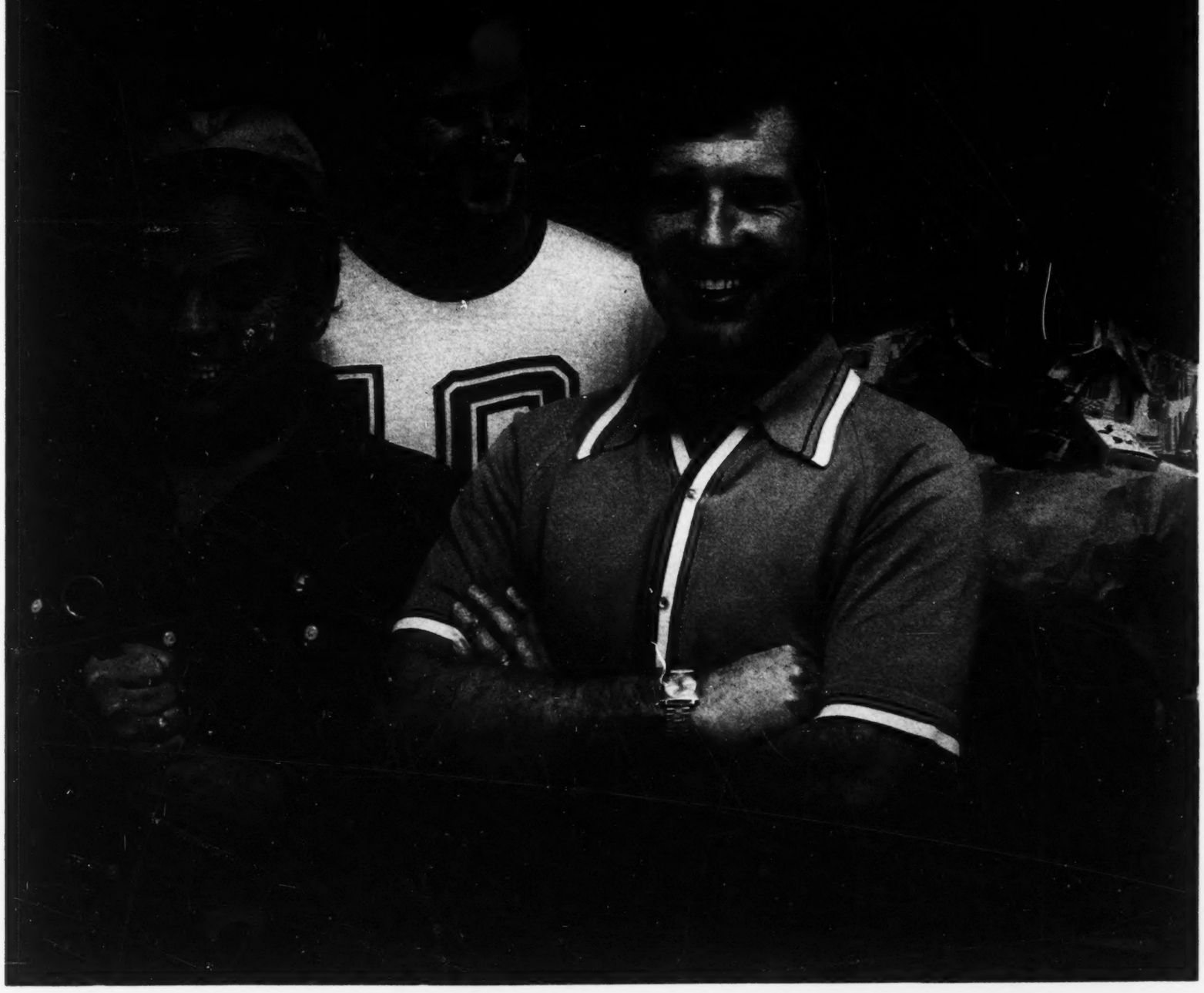
This loyal following comes from years of aggressive advertising. While most motor oils rely on seasonal schedules, Trop-Artic has a year-round, constant advertising push in 35 key markets. By using both radio and television we make Trop-Artic stick in people's minds. So it won't be stuck on your shelves.

Besides our own main push, we encourage your local advertising with a generous co-op program.

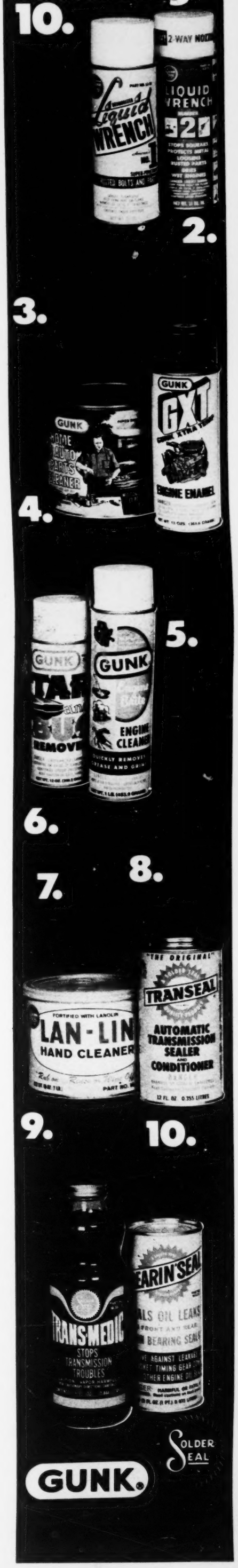
We don't just give you a motor oil, we give you a market. A ready-made Trop-Artic market.

If you're ready, call Paul Shipman at (918) 661-6692. He's our man in Lubricants Market Development. He's your pipeline to profits.

PHILLIPS 66 TROP-ARTIC From The Performance Company



If you don't know all 90 of our products- Start by learning 10.



BOOST® ...THE WINNER AND STILL CHAMPION!

BOOST® WAS THE FIRST GASLINE ANTIFREEZE AND DRYER TO MEET THE NEEDS OF YOUR CUSTOMERS WITH
- AN EASY POUR, LONG NECK BOTTLE
- A CHILD RESISTANT, SNAP CAP

IT'S CONVENIENT AND EASY TO USE!

BOOST® GASLINE ANTIFREEZE AND DRYER IS THE FASTEST GROWING BRAND ON THE MARKET, WITH PROVEN
- CONSUMER VALUE
- PRODUCT AVAILABILITY
- PRODUCT QUALITY

THIS SEASON, BOOST YOUR SALES AND PROFITS WITH A PROVEN WINNER...

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AUTO SHOW SECTION

AUTOMOTIVE ACCESSORIES

(Continued from page 27)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
74	80	CD-2 Red Hi, 15 oz	3,996	1.69	6,753.24
75	—	Shell Fire and Ice, 10W-40	8,400	0.79	6,636.00
76	—	Valvoline Dexron ATF	7,608	0.87	6,618.96
77	—	GM 8-cylinder tune-up kit, TK-175	2,069	3.19	6,600.11
78	—	Auto bulbs, 1157/1034	7,303	0.89	6,499.67
79	—	Scraper/squeegee, snowbrush	4,344	1.49	6,472.56
80	—	Roberk universal washer pump	673	9.49	6,386.77
81	16	DuPont Rain Dance, liquid, 12 oz	1,416	4.49	6,357.84
82	—	Sealed beams, 4001	2,333	2.69	6,275.77
83	18	Dual air horns	214	28.99	6,203.86
84	78	Yale power steering fluid, 15 oz	5,184	1.19	6,168.96
85	—	Roberk wiper blades, 16-in	2,570	2.39	6,142.30
86	—	GM 8-cylinder distributor cap, DR1976	1,457	4.19	6,104.83
87	95	AS400 Brake fluid, 12 oz	3,552	1.69	6,002.88
88	—	AC spark plug, R46S	5,575	1.07	5,965.25
89	35	Running board, Chevy trucks	54	109.95	5,937.30
90	31	6½-gallon Gas can	743	7.99	5,936.57
91	—	Thrush muffler, T-5136	455	12.99	5,911.45
92	—	Prestone 10-minute radiator flush	5,376	1.09	5,851.84
93	—	Mopar oil filter, L-19	1,931	2.99	5,773.69
94	—	10-amp Battery charger	153	36.95	5,653.35
95	48	3-section Ball spring antenna	808	6.99	5,647.92
96	—	Thrush muffler, T-3162	434	12.99	5,637.66
97	—	Power liquid battery additive	2,820	1.99	5,611.80
98	—	Sq sealed beams, high	1,196	4.69	5,609.24
99	—	Dip stick heater	1,124	4.99	5,608.76
100	—	Thrush muffler, T-4164	430	12.99	5,585.70

Source: Allied Accessories & Auto Parts Co.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Promos, Winter

(Continued from page 27)

With continued strong advertising support—as well as special deals Shell has been offering retailers—Fire and Ice looks to be on its way to a lasting significance.

Also showing well was our promotionally priced brand of oil—National 10W-30, which has a retail price of 59¢ a quart.

Extensive promotion also put our 1½-ton imported floor jack back up into the top 10. The jack, with a retail price of $69.99, dropped to No. 50 in the June PMA because of supply problems, but with those difficulties ended this popular promotional item regained its former strength. I expect that it will continue to be among the dollar leaders as we approach the Christmas gift season.

Promotions also were a factor for three other numbers of hydraulic jacks. The 3-ton-, 5-ton- and1 ½-ton-capacity jacks, with respective price points $14.99, $17.99 and $10.99, all showed good gains in September.

The biggest dollar producer, the 3-ton jack, placed No. 32 on the list following June's ranking of No. 87. The 5-ton model was close behind, ranking No. 34, and, like the 1½-ton model, which was No. 58, had not made the top 100 in June.

Last spring, the big news was gas supply problems, and gas cans and locking gas caps were naturally among the leading products. This has cooled greatly, but two gas cans and one gas cap number continued in the top 100. Significantly, it was the larger capacity cans, the 5- and 6½-gal. sizes, which remained on the list.

Also fading in September were waxes. In fact, the 1979 season was rather disappointing in this category, perhaps because of a late start with favorable weather.

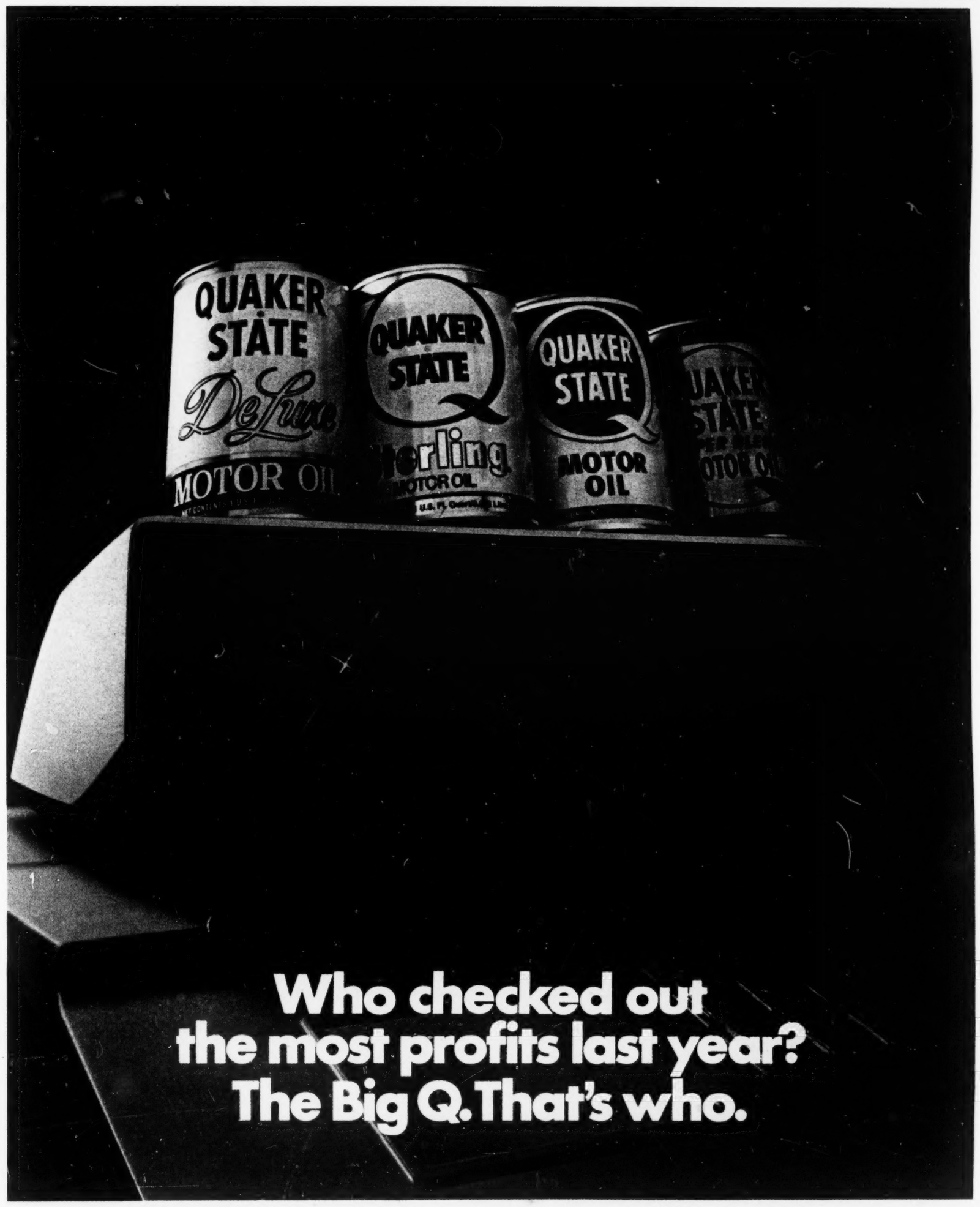
The leading wax in the September period was DuPont Rain Dance paste, which dropped from its No. 4 ranking in June to No. 41 for the current reporting period. Rain Dance, both the paste and liquid, was the best performer for us this year.

Another category of merchandise that has dropped from its June performance is truck running boards. However, unlike waxes this is not simply a seasonal adjustment.

In September, only one sku of running boards—the Chevrolet model—remained in the top 100, and that dropped from a ranking of No. 35 to No. 89. The Ford and Dodge models, which were on the previous PMA, have dropped off as truck sales decline because of low gas mileage. High-ticket truck accessories of this type appear to be headed for oblivion, at least for mass merchandisers.

A product line that made many inroads with the September PMA was Thrush mufflers.

(Continued on page 47)


QUAKER STATE DeLuxe MOTOR OIL
QUAKER STATE Sterling MOTOR OIL
QUAKER STATE MOTOR OIL
Who checked out the most profits last year? The Big Q. That's who.

33.1% of all mass retailer motor oil profits came from Quaker State. And this year every gallon you sell earns you a 5¢ advertising allowance. You'll also want to look into our Grand Opening Allowance. So check with your Quaker State Distributor or the National Account Department. Go with the Big Q.

Quaker State. America's best-selling motor oil.

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

New Items Help Hypo Housewares

By JERRY FALK
Executive Vice President, Bacar Inc., Distributors

A host of items ranging from a Mop-A-Matic sponge mop to an Expressions 20-pc. set in the new Batik pattern debuted on the Product Movement Audit for Aug. 1-Sept. 28.

Eighteen items showed up on the PMA for the first time, denoting the broad interest among discounters and other retailers in nonelectric housewares that haven't been exploited in previous merchandising efforts.

While new items such as the Batik pattern for Expressions dinnerware and Autumn Harvest for Pyrex are the most obvious choices to develop a new look to spice up housewares presentation, staple products in such basic areas as bath shops and cleaning and chemicals also present numerous opportunities.

Figures for the Product Movement Audit tables were supplied by Bacar Inc. Distributors, San Jose, Calif., and cover 1,300 stores, including 200 discount department stores. Average retail prices listed reflect typical price points for discount clients.

In cleaning and chemicals, for example, the Mop-A-Matic sponge mop popped up in the No. 1 spot as it debuted on the audit. A Quickie automatic sponge mop showed up in the No. 13 position as it reappeared on the PMA.

Mops are among the many basic housewares that don't

(Continued on page 39)

HOUSEWARES

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
TABLETOP					
1	4	Expressions 20-pc set, Wildflower	977	62.95	61,502.15
2	3	Corelle 20-pc set, gold	1,440	35.95	51,768.00
3	1	Expressions 20-pc set, Indian Summer	808	62.95	50,863.60
4	5	Corelle 20-pc set, green	1,414	35.95	50,833.30
5	7	Corelle 20-pc set, white	1,429	34.15	48,800.35
6	2	Expressions 20-pc set, Meadow	739	62.95	46,520.05
7	6	Corelle 20-pc set, Woodland	1,220	35.95	43,859.00
8	—	Expressions 20-pc set, Batik	358	62.95	22,536.10
9	9	Expressions 20-pc set, Blue Heather	245	62.95	15,422.75
10	8	Corelle 20-pc set, blue	394	35.95	14,164.30
11	10	Corelle 5-pc completer set, gold	470	18.89	8,878.30
12	15	Royal China 20-pc set, Sussex	253	31.50	7,969.50
13	—	Pyrex Un-Candle Apple	1,968	3.59	7,065.12
14	13	Corelle 5-pc completer set, green	351	18.89	6,630.39
15	—	Corelle large plate, green	699	8.82	6,165.18
GLASSWARE					
1	—	Libbey 24-pc set, Chivalry	913	19.80	18,077.40
2	2	Libbey 6½-oz tall wine, Citation	2,288	5.04	11,531.52
3	6	Libbey 6½-oz red wine, Citation	1,492	5.04	7,519.68
4	—	Anchor Hocking 7-pc condiment set	624	11.97	7,469.28
5	5	Libbey 10-oz goblet, Citation	1,276	5.04	6,431.04
6	—	Jeannette 26-pc punch bowl set	550	11.25	6,187.50
7	—	Anchor Hocking 4-lb sq cand jar w/cover	2,387	2.43	5,800.41
8	12	Libbey 12-oz goblet, Connoisseur, 8-pc	434	13.23	5,741.82
9	—	Libbey 6" piggy bank	4,100	1.35	5,535.00
10	—	Libbey 11-oz white wine	946	5.22	4,938.12
11	—	Libbey 12-oz red wine, Citation	939	5.22	4,901.58
12	—	Anchor Hocking 4-pc ice bckt st, Wexford	414	11.70	4,843.80
13	—	Libbey 12½-oz bev, Straight Side, 4-pk	1,782	2.70	4,811.40
14	—	Anchor Hocking 2-lb sq cndy jr w/cover	2,460	1.80	4,428.00
15	7	Anchor Hckng 16-oz ice tea, Crn Pt, 4-pk	1,062	4.14	4,396.68
COOKWARE					
1	—	Regal 10" skillet, SilverStone	4,764	9.88	47,068.32
2	5	T-Fal 7" skillet, rouge	6,702	6.28	42,088.56
3	6	Revere 2⅓-qt whstl tea kettle	2,737	15.30	41,876.10
4	—	Wear-Ever 10" chef frypan, Premium	2,738	10.79	29,543.02
5	2	General Hswrs 7 qt-jrs Columbian cnnr	1,757	14.35	25,212.95
6	4	Melitta 10-cup drip coffeemaker	3,744	6.29	23,549.76
7	—	Revere 12-qt stock pot, copper clad	433	47.70	20,654.10
8	—	Revere 8-qt stock pot, copper clad	565	34.20	19,323.00
9	—	Revere 2-qt hi-dome kettle, copper	825	23.40	19,305.00
10	—	Revere 1-qt tea kettle, copper	816	21.60	17,625.60
11	—	Revere 16-qt pot, copper clad	288	54.00	15,552.00
12	—	Vollrath 13-qt mix bowl, stnlss	1,511	9.90	14,958.90
13	13	Revere 3½-qt tea kettle, copp btm	675	19.80	13,365.00
14	—	Revere 2-qt dble boiler, copp clad	469	27.90	13,085.10
15	—	Revere 2-qt saucepan, copp clad	683	18.90	12,908.70
GADGETS					
1	4	Melitta filter paper #6, 100-ct	5,664	3.59	20,333.76
2	—	Range Kleen 8" reflct pan, GE	5,467	1.80	9,840.60
3	13	Swing-a-Way hand can opener, hrvst	2,694	3.58	9,644.52
4	—	Range Kleen 6" reflct pan, GE	6,318	1.35	8,529.30
5	—	Swing-a-Way hand can opener, choc	2,275	3.58	8,144.50
6	11	Tricolator 3½" Norelco filter paper	5,578	1.43	7,976.54
7	6	Lux single dial timer, white	1,173	6.28	7,366.44
8	14	OK 12" x 13" over-sink board	1,058	6.83	7,226.14
9	—	Grayline 8-slot rack	2,455	2.68	6,579.40
10	—	Range Kleen 8" reflct pan	3,192	1.80	5,745.60
11	—	Range Kleen 6" reflct pan, super	2,292	2.47	5,661.24
12	—	Range Kleen 8" reflct pan, super	1,902	2.92	5,553.84
13	—	Range Kleen 6" reflct pan	4,105	1.35	5,541.75
14	2	Vita Saver steamer	1,360	3.86	5,249.60
15	—	Ballonoff insulated old-time mat	1,240	3.77	4,674.80

(Continued on page 39)

Up 'n' Coming On the Coast

The following "New Items" charts products (and their rank) that are appearing for the first time on the Bacar Inc. PMA report. In addition, under the heading "High Risers" are products (and their rank) that have moved up five or more places from the previously published report.

Category/Item **$ Rank**

NEW ITEMS

TABLETOP
Expressions 20-pc set, Batik . . . 8

GLASSWARE
Anchor Hockg 7-pc cndm st . . . 4
Libbey 12½-oz bv, Str Sd, 4-pk . 13

COOKWARE
Vollrath 13-qt mix bwl, stnls . . . 12

(Continued on page 39)

They look identical, twice as much three on
You can make twice as much because the ones on the right aren't ordinary sunglasses. They have SunSensor™ lenses by Corning.
SunSensor lenses can mean 100% more profit.
Market data shows sunglasses with SunSensor lenses sell for nearly twice as much as ordinary sunglasses in many retail outlets. So you can do twice the dollar volume and make twice the profit, based on equivalent margins. Without adding an inch of shelf space.
We're growing fast.
Last year the market share of SunSensor lenses went up dramatically and it's still soaring. Corning sales for the first six months of '79 were up over 50%.
Our line is growing, too.
One reason people are buying more SunSensor lenses is that we've got all the kinds of lenses they want to buy. The original SunSensor indoor/outdoor lens. The premium
SUNSENSOR and SUNSENSOR XDF are trademarks of Corning Glass Works, Corning, N.Y. 14830.

HOUSEWARES

(Continued from page 38)

PLASTICS

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
1	11	Frigidaire ice cube tray	5,288	1.79	9,465.52
2	—	Tucker 30-gal garbage can	754	11.68	8,806.72
3	2	Loma 32-gal trash can, avocado	666	12.59	8,384.94
4	12	Republic 2-qt Freezette refrig bottle	5,916	1.25	7,395.00
5	—	Republic 6½-qt flat Freezette	2,037	3.59	7,312.83
6	4	Republic 1½-pt uprite Freezette set	3,372	2.15	7,249.80
7	—	Republic 3-qt flat Freezette	3,948	1.70	6,711.60
8	—	Republic Freezette cake server	1,698	3.86	6,554.28
9	—	Republic ½-gal uprite Freezette set	4,788	1.34	6,415.92
10	3	Republic 1-qt uprite Freezette set	2.970	2.15	6,385.50
11	—	Republic Freezette bread container	1,926	3.14	6,047.64
12	—	Republic 2½-liter Freezette II rd jar	3,570	1.61	5,747.70
13	—	Tucker 6-gal trash can	1,177	4.48	5,272.96
14	6	Republic 1-pt uprite Freezette set	2,291	2.15	4,925.65
15	9	Republic 2½-pt flat Freezette	3,756	1.25	4,695.00

CLEANING & CHEMICALS

1	—	Mop-A-Matic sponge mop	2,959	11.65	34,472.35
2	—	Kellogg 14" patio broom	3,158	3.50	11,053.00
3	—	National corn broom, economy	3,408	3.14	10,701.12
4	—	Magla latex gloves, medium	6,598	1.16	7,653.68
5	4	Hoover vacuum bags, upright	7,608	0.90	6,847.20
6	—	3M Scotch Brite scouring pads	12,564	0.53	6,658.92
7	—	Magla latex gloves, large	5,000	1.16	5,800.00
8	10	Protecto moth balls, 10-oz box	4,752	1.16	5,512.32
9	—	Magla latex gloves, small	4,476	1.16	5,192.16
10	—	Hoover dialamatic vacuum bags	4,922	0.90	4,429.80
11	—	Associated vacuum bags, upright	4,644	0.90	4,179.60
12	—	Eureka vacuum bags, upright	4,546	0.90	4,091.40
13	—	Quickie automatic sponge mop	640	6.29	4,025.60
14	5	Ballonoff copper dustpan	2,508	1.52	3,812.16
15	2	McClung corn broom, daisy	1,125	3.23	3,633.75

BATH SHOP

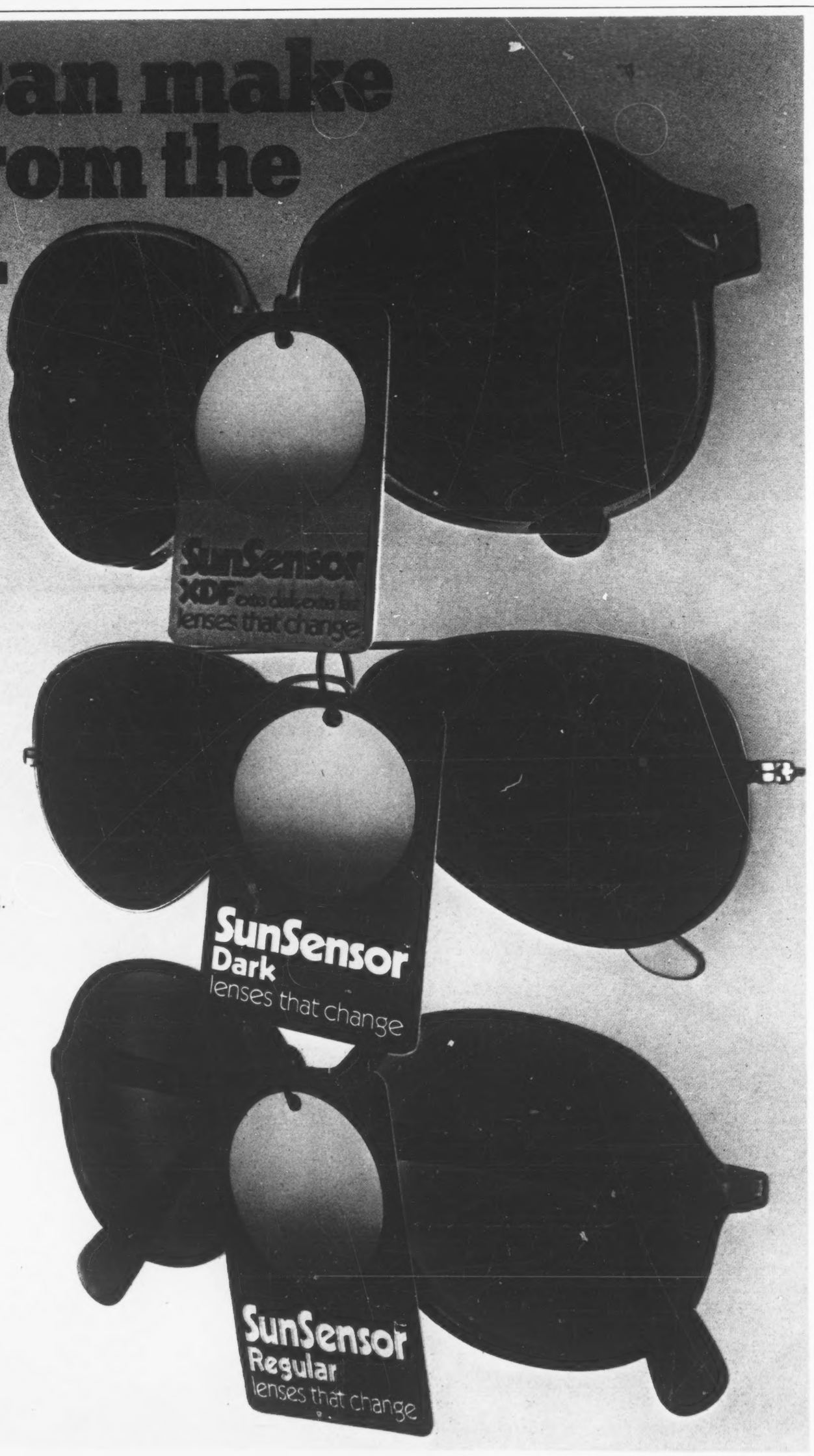
1	1	Grayline large shower caddy	4,039	4.48	18,094.72
2	2	Grayline shower caddy	5,790	2.68	15,517.20
3	3	Selfix shampoo spray	1,256	1.88	2,361.28
4	7	US Household appliques, frogs	1,080	1.78	1,922.40
5	6	Selfix portable wall/hand shower	215	8.54	1,836.10
6	—	Ekco 18" towel bar, chrome	840	1.78	1,495.20
7	11	Ekco 24" towel bar chrome	642	2.16	1,386.72
8	12	US Household appliques, snails	732	1.78	1,302.96
9	10	Ekco 12" towel bar, chrome	744	1.70	1,264.80
10	8	US Household appliques, mushrooms	708	1.78	1,260.24
11	—	Kellogg bowl brush, tampico	1,236	0.98	1,211.28
12	—	3M toilet bowl brush	480	2.51	1,204.80
13	14	Selfix gripper soap holder	972	1.07	1,040.04
14	—	Selfix 18" towel bar	600	1.61	966.00
15	—	Ekco 18" towel bar, die cast	246	3.77	927.66

RUBBERMAID

1	3	32-gal Trash can, avocado	1,662	20.65	34,320.30
2	2	32-gal Trash can, chocolate	1,641	20.65	33,886.65
3	—	Clean-up caddy	2,817	3.00	8,451.00
4	8	16" Slide-out drawer	1,116	7.15	7,979.40
5	4	12" Slide-out drawer	1,154	6.25	7,212.50
6	—	Single turntable, sand	5,528	1.30	7,186.40
7	—	Single turntable, gold	5,513	1.30	7,166.90
8	—	Cane shelf liner, chocolate	5,360	1.25	6,700.00
9	10	19" x 21" Storage turntable, sand	1,224	5.38	6,585.12
10	—	Cane shelf & drawer liner, choc	5,142	1.25	6,427.50
11	12	Delux wire dish drainer	1,368	4.48	6,128.64
12	15	Delux bowl brush set, white	1,692	3.58	6,057.36
13	—	15¾" Turntable	1,648	3.58	5,899.84
14	—	Cane shelf liner, gold	4,643	1.25	5,803.75
15	14	Small rect wastebasket, choc	1,698	3.41	5,790.18

(Continued on page 45)

but you can make money from the right.



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SunSensor lenses are TV stars.

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Those bigger price tags add up to bigger profits for you.

CORNING

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

New Items

(Continued from page 38)

often show up as top movers on the PMA. When such products do appear, it's an indication that these housewares have been spotlighted by discounters as they present a new face to stimulate shopper interest.

Use of mops, of course, reflects the fall merchandising thrust in home fix-up and clean-up goods. Other cleaning-and-chemical items geared to this seasonal merchandising include a Kellogg 14-in. patio broom as No. 2, and a National corn broom, No. 3, both showing up on the report for the first time.

Additional housewares that tie in with this seasonal merchandising include a 3M toilet bowl brush which crashed the bath shop listing as No. 12, and a Kellogg tampico bowl brush, which reappeared on the report as No. 11.

A number of new items debuted on the PMA, including Expressions' Batik pattern, No. 8 on the tabletop report; a Libbey 12½-oz. beverage glass in the Straight Side design, No. 13 on the glassware chart; a Corning Ware 14-oz. casserole in an all-white design, No. 5 on the line's audit, and three Pyrex products: canister sets with Spice and Wildflower designs as Nos. 3 and 4, and a 4-pc. bowl set in the Autumn Harvest pattern, No. 15.

New items alone aren't enough for a discounter looking to hype housewares. Basic items have to be used—and the results were a strong showing of everyday items that often don't make the PMA.

Sixty-four items made the high-riser listing as discounters and other retailers exploited basic housewares.

In cookware, several Revere items reappeared as top movers, while in gadgets six Range Kleen reflector pans made the PMA.

This merchandise lends itself to displays that focus on at-

(Continued on page 45)

Up 'n' Coming

(Continued from page 38)

GADGETS
Grayline 8-slot rack 9
Ballonoff insulated old-tm mt .. 15

PLASTICS
Tucker 30-gal garbage can 2
Tucker 6-gal trash can 13

CLEANING & CHEMICALS
Mop-A-Matic sponge mop 1
Kellogg 14" patio broom 2
National corn broom, economy . 3
3M Scotch Brite scouring pads . 6
Eureka vacuum bags, uprite .. 12

BATH SHOP
3M Toilet bowl brush 12

CORNING WARE
14-oz Covered casserole, wh .. 5

PYREX
Canister set, Spice 3
Canister set, Wildflower 4
4-pc Bowl st, Atmn Hrvst 15

HIGH RISERS

TABLETOP
Pyrex Un-Candle apple 13

(Continued on page 45)

Discount Store News

PRODUCT MOVEMENT AUDIT

New Items

(Continued from page 39)

home cooking for fall and holiday entertaining.

Other items that tie in with the holiday entertaining and gift-giving season include the specialty items that showed up in the Nos. 2, 3 and 4 Corning Ware spots: Grab-It 2-pc. set; Side-Kick, and Grab-It 4-pc. set.

Libbey's 24-pc. set in the Chivalry design, No. 1 in glassware, along with Jeannette's 26-pc. punch bowl set, No. 6, and Anchor Hocking's 4-pc. ice bucket set, Wexford pattern, were other holiday entertaining-oriented housewares that made the high-riser listing.

Plastic storage containers are other staples that show movement spurts as discounters play up the classification for specific merchandising programs such as freezing goods for the holidays. Seven Republic Freezette containers, jars and even a cake server made the high-riser listing. All told, 11 of the 15 plastics items were Republic goods.

Steady Progress

Rubbermaid has been making steady progress in its efforts to become a factor in the shelf-lining area. Its cane designs seem to have caught on, as three liners in this pattern made the chart as Nos. 8, 10 and 14.

The PMA tracked 150 items, 82 of which were either new or else had moved up significantly from their previous rank on the audit. The fact that these accounted for more than half of the products on the report augurs well for the potential of housewares to be presented to consumers as a new, different and inviting area to shop.

HOUSEWARES

(Continued from page 39)

$ Rank Curr. List	$ Rank Prev. List	Item	Unit Movement	Average $ Retail	Total $ Movement
CORNING WARE					
1	3	Trio set, spice	4,385	20.69	90,725.65
2	—	Grab-It set, 2-pc	3,785	8.09	30,620.65
3	—	Side-Kick	5,116	5.39	27,575.24
4	—	Grab-It set, 4-pc	1,766	15.29	27,002.14
5	—	14-oz Covered casserole, white	3,889	5.85	22,750.65
6	2	Kitchen Starter set, wildflower	562	34.19	19,214.78
7	1	Kitchen Starter set, spice	558	34.19	19,078.02
8	5	Menu-ette set, spice	619	20.69	12,807.11
9	13	Kitchen Starter set, cornflower	406	29.69	12,054.14
10	9	3-qt Saucepan, spice	750	15.75	11,812.50
11	—	6-cup Teapot, spice	893	13.05	11,653.65
12	—	Menu-ette set, cornflower	666	16.19	10,782.54
13	4	Cooks Choice set, wildflower	220	48.59	10,689.80
14	—	Microwave browning grill	525	19.35	10,158.75
15	—	10½" Skillet, spice	644	15.25	9,821.00
PYREXWARE					
1	1	3-qt Oblong bake dish	8,360	4.04	33,774.40
2	3	3-qt Utility dish w/basket	2,331	11.65	27,156.15
3	—	Canister set, spice	2,418	10.79	26,090.22
4	—	Canister set, wildflower	1,654	10.79	17,846.66
5	7	2-qt Oblong bake dish	4,253	3.59	15,268.27
6	4	8-oz Liquid measure	8,785	1.61	14,143.85
7	6	2-qt Serving pitcher	1,868	6.25	11,675.00
8	—	7" Pie plate	7,944	1.34	10,644.96
9	—	10-oz Deep pie dish, 4-pk	3,339	3.14	10,484.46
10	12	2-qt Casserole w/basket	883	11.65	10,286.95
11	—	6-cup Percolator	846	11.65	9,855.90
12	—	4-qt Bowl, Homestead	2,197	4.13	9,073.61
13	2	4-pc Bowl set, gold	747	11.65	8,702.55
14	—	6-cup Teapot	803	10.75	8,632.25
15	—	4-pc Bowl set, autumn harvest	846	9.89	8,113.14

Source: Bacar Inc. Distributors

Up 'n' Coming on the Coast

(Continued from page 39)

GLASSWARE
Libbey 24-pc set, Chivalry 1
Jeannette 26-pc pnch bwl st ... 6
Anchor Hocking 4-lb sq end jr .. 7
Libbey 6" piggy bank 9
Libbey 11-oz wh wn, Citation .. 10
Libbey 12-oz rd wn, Citation .. 11
Anchr Hckg 4-pc ic bk st, Wxf . 12
Anchor Hckg 2-lb sq cdy jr 14

COOKWARE
Regal 10" skillet, SilverStone ... 1
Wear-Ever 10" chef frypn, Prm . 4
Revere 12-qt stck pt, cppr cld .. 7
Revere 8-qt stock pot, cppr cld . 8
Revere 2-qt hi-dme kttl, cppr ... 9
Revere 1-qt tea kettle, copper . 10
Revere 16-qt pit, copper clad .. 11
Revere 3½-qt tea kttl, cppr btm . 14
Revere 2-qt scepn, cppr cld ... 15

GADGETS
Range Kleen 8" rflct pn, GE ... 2
Swing-a-Way hd cn opr, hrv ... 3
Range Kleen 6" reflct pan, GE . 4
Swing-a-Way hd cn opnr, chc .. 5
Tricolator 3½" Norelco fltr papr .. 6
OK 12" x 13" over-sink board .. 8
Range Kleen 8" reflct pan 10
Range Kleen 6" rflct pn, spr ... 11
Range Kleen 8" rflct pn, spr .. 12
Range Kleen 6" rflct pn 13

PLASTICS
Frigidaire ice cube tray 1
Republic 2-qt Freezette rfrg btl . 4
Republic 6½-qt flat Freezette ... 5
Republic 3-qt flat Freezette 7
Republic Freezette cake srv ... 8
Republic ½-gl uprite Frztte st .. 10
Republic Freezette brd cont ... 11
Republic 2½-ltr Frztt II rd jr 12

CLEANING & CHEMICALS
Magla latex gloves, medium ... 4
Magla latex gloves, large 7
Magla latex gloves, small 9
Hoover dialmatic vacm bgs ... 10
Associates vacm bgs, uprite ... 11
Quickie automatic spg mop .. 13

BATH SHOP
Ekco 18" towel bar, chrome 6
Kellogg bowl brush, tampico ... 11
Selfix 18" towel bar 14
Ekco 18" towel bar, die cast ... 15

RUBBERMAID
Clean-up caddy 3
Single turntable, sand 6
Single turntable, gold 7
Cane shelf liner, chocolate 8
Cane shelf & drawer lnr, chc .. 10
15¾" Turntable 13
Cane shelf liner, gold 14

CORNING WARE
Grab-It set, 2-pc 2
Side-Kick 3
Grab-It set, 4-pc 4
6-cup Teapot, Spice 11
Menu-ette set, Cornflower 12
Microwave browning grill 14
10½4in Skillet, Spice 15

PYREX
7" Pie plate 8
10-oz Deep pie dish, 4-pk 9
6-cup Percolator 11
4-qt Bowl, Homestead 12
6-cup Teapot 14

Dryers With Asbestos Release It: CPSC

WASHINGTON—All of the hair dryers containing asbestos, studied by the Consumer Product Safety Commission, release asbestos, according to a commission spokesman.

Following reports earlier this year that many portable hair dryers pose a potential health hazard because of possible asbestos emission, the commission undertook its investigation. The first phase of the investigation has been completed and the results have been sent to two doctors at Mount Sinai hospital in New York City to measure the potential health hazards.

Final Results Expected

The commission spokesman would not reveal the amounts of asbestos released by the dryers or list brand or manufacturer names. According to a source close to the commission, however, every dryer containing asbestos was found to release a portion of the substance when the dryer was used. Final results are expected in about a month from the commission.

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—Housewares, August 1979

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